

Agricultural Marketing Service
Office of the Deputy Administrator for Marketing Programs
Fruit and Vegetable Division
Market News Branch
Field Office
Fruit and Vegetable Market Reporter
GS-1147-07

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I. INTRODUCTION

The Branch provides all segments of the fruit and vegetable, ornamental crops, peanut, honey, tree nut, and other related industries, as well as the consumer, with current, accurate, and impartial data and information on supplies, movement, distribution, demand, prices, and other factors which serve as a guide to them in more effectively marketing and distributing their products. The service provides essential information for planning and administering Federal and State programs. The Branch also provides information to various governmental agencies for use in administering Federal and State programs concerned with the production and marketing of horticultural products.

The Field Office is responsible for collecting, analyzing, preparing, and releasing market news data for all fresh fruits, vegetables and other related products sold and distributed in the production area and/or terminal market, as appropriate. Reports cover trading of commodities moving in interstate commerce and affect marketing decisions nationwide.

The incumbent serves as an advanced trainee market reporter responsible for performing a variety of developmental assignments in preparation for independently carrying out the full range of the breadth and scope of market news reporting.

II. DUTIES AND RESPONSIBILITIES

Interviews (by telephone or in person) buyers, sellers, and others engaged in and concerned with all phases of the fresh fruit and vegetable industry (in the local production area and/or terminal market location) to obtain pertinent information necessary for the preparation of daily or regularly scheduled market news reports. Assignments typically consist of a limited segment of the market or designated commodities on the market as a whole. Establishes and maintains good working relations with industry officials to voluntarily obtain from them truck and car lot receipts, volume of supplies on hand, demand, movement, prices, grades, quality, sizes, style, and type of container, and various other factors of interest to or affecting local market trading, as well as overall general observations.

Compiles, analyzes, and prepares for dissemination by various media, including leased wire, radio, television, hard copy, and commercial news services, reports providing market data as well

as current developments and trends with regard to the marketing of fresh fruits and vegetables in the local production area or terminal market location. Assures the accuracy and thoroughness of market news reporting for the benefit of the industry which relies heavily on the data/information as a critical source for making marketing determinations.

Prepares a variety of special reports and summaries of market conditions. This involves the development of background data from current and historical records and the preparation of written interpretive comments.

As overall program needs require, the incumbent is given temporary assignments for emergency or vacation relief at other terminal markets and/or production areas. In this regard, the employee serves under the supervision of the reporter-in-charge or for limited periods independently reports the market at temporary seasonal shipping point offices where there are a limited variety of marketed products.

Adheres to Civil Rights policies, goals, and objectives in performing the duties of this position. Assures that oral and written communications are bias-free and that differences of other employees and clients are respected and valued.

III. JOB CONTROLS

1. Responsibility for the Work of Others:

While serving in relief capacity in other offices or as designated during the absence of the Officer-in-Charge, provides advice and guidance to technical support and clerical personnel.

2. Supervision and Guidance Received:

Supervision is received from the Officer-In-Charge of the shipping point and/or terminal market location, who provides assignments and reviews completed work. The supervisor gives instructions and guidance in the interpretation of market conditions and spot-checks reporting duties of the incumbent as required. The employee carries out recurring assignments independently, resolving most situations and problems that arise. On new assignments, the supervisor provides instructions and assistance as needed. Completed work is reviewed in terms of its timeliness, overall technical accuracy, and degree to which objectives are achieved.

Guidelines include the policies and procedures of the Branch's market news program as detailed in the Market News Handbook, as well as technical and administrative directives of the Division, Agency and Department. The incumbent independently interprets and applies the guides to recurring work assignments, but consults the supervisor when making interpretations and applications of the guides to new or unusual assignments/situations.